

ORDER



Orders
Order / Rev: 716719
Alt Order #: 06337559
Product Desc: SOBHANI FOR SENATE
Estimate:
Flight Dates: 09/26/12 - 09/30/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Sobhani, R / I / Senator
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$40,950.00	\$34,807.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$40,950.00	\$34,807.50	0.00
Totals	23	\$40,950.00	\$34,807.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/26/12	09/28/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--		3				\$450.00		0.00			
2	WUSA	09/26/12	09/28/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--		3				\$400.00		0.00			
3	WUSA	09/26/12	09/27/12	9-930a Inside Edition	CM	9-930a	--WT---	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WT---		2				\$400.00		0.00			
4	WUSA	09/26/12	09/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--		3				\$1,500.00		0.00			
5	WUSA	09/26/12	09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--		3				\$1,200.00		0.00			
6	WUSA	09/26/12	09/27/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WT---	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WT---		2				\$1,500.00		0.00			

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Advertiser: Sobhani, R/ I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	09/26/12	09/27/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-- WT- - -	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-- WT- - -		2				\$1,500.00		0.00			
8	WUSA	09/26/12	09/28/12	CBS Evening News CBS Evening News	CM	630-7p (6:30 PM-7:00 PM)	-- W- F- -	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-- W- F- -		2				\$8,000.00		0.00			
9	WUSA	09/26/12	09/30/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-- WT- - S	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-- WT- - S		3				\$2,500.00		0.00			
													Totals	23	\$40,950.00